



## **CITY OF NEWPORT BEACH**

### **ECONOMIC DEVELOPMENT COMMITTEE**

## **AGENDA**

**MEETING DATE:** Wednesday, March **28**, 2007  
**TIME:** 8:00-9:00 A.M. *Please arrive 5 min. prior*  
**PLACE:** City of Newport Beach Council Chambers

Roll Call and Introductions

### **CONSENT CALENDAR**

(All matters listed under CONSENT CALENDAR are considered to be routine and will all be approved by one motion in the form listed below. The EDC members have received detailed staff reports on each of the items recommending an action. There will be no separate discussion of these items prior to the time the Committee votes on the motion unless members of the Committee, staff, or the public request specific items to be discussed and/or removed from the Consent Calendar for separate action.)

1. Approval of Minutes of February 21, 2007 & Progress Report (*Attachments*) (*Attachments*) (*Attachments*)

### **ITEMS REMOVED FROM THE CONSENT CALENDAR**

### **UPDATES AND ANNOUNCEMENTS**

### **DISCUSSION ITEMS**

1. 2007 Newport Beach Film Festival – Gregg Schwenk, NBFF Director
2. Parking Management Opportunities Discussion (*Continued*)
3. EQAC Representative's Report

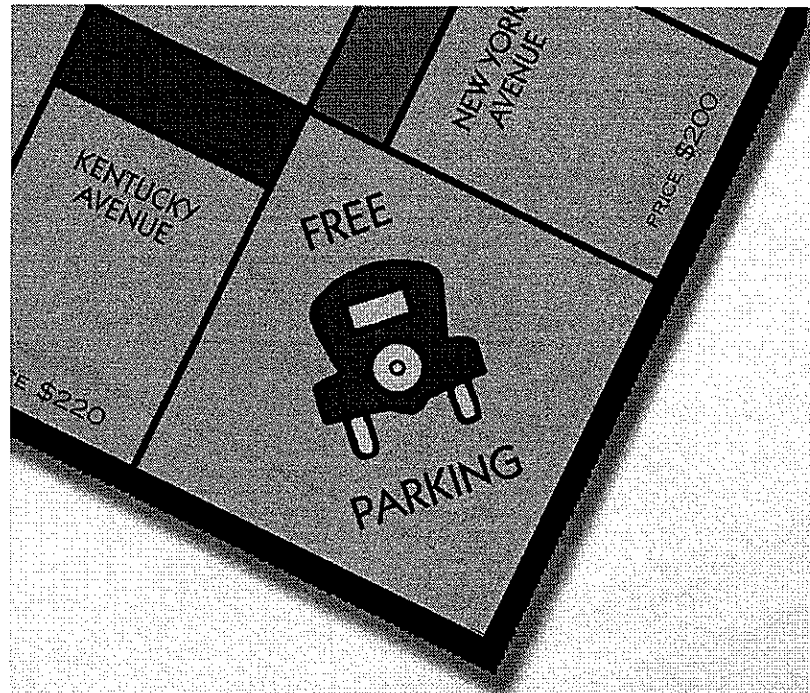
### **ITEMS FOR A FUTURE AGENDA**

### **PUBLIC COMMENTS**

### **ADJOURNMENT**

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, April 4, 2006**  
**8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, April 18, 2006  
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



# The High Cost of Free Parking

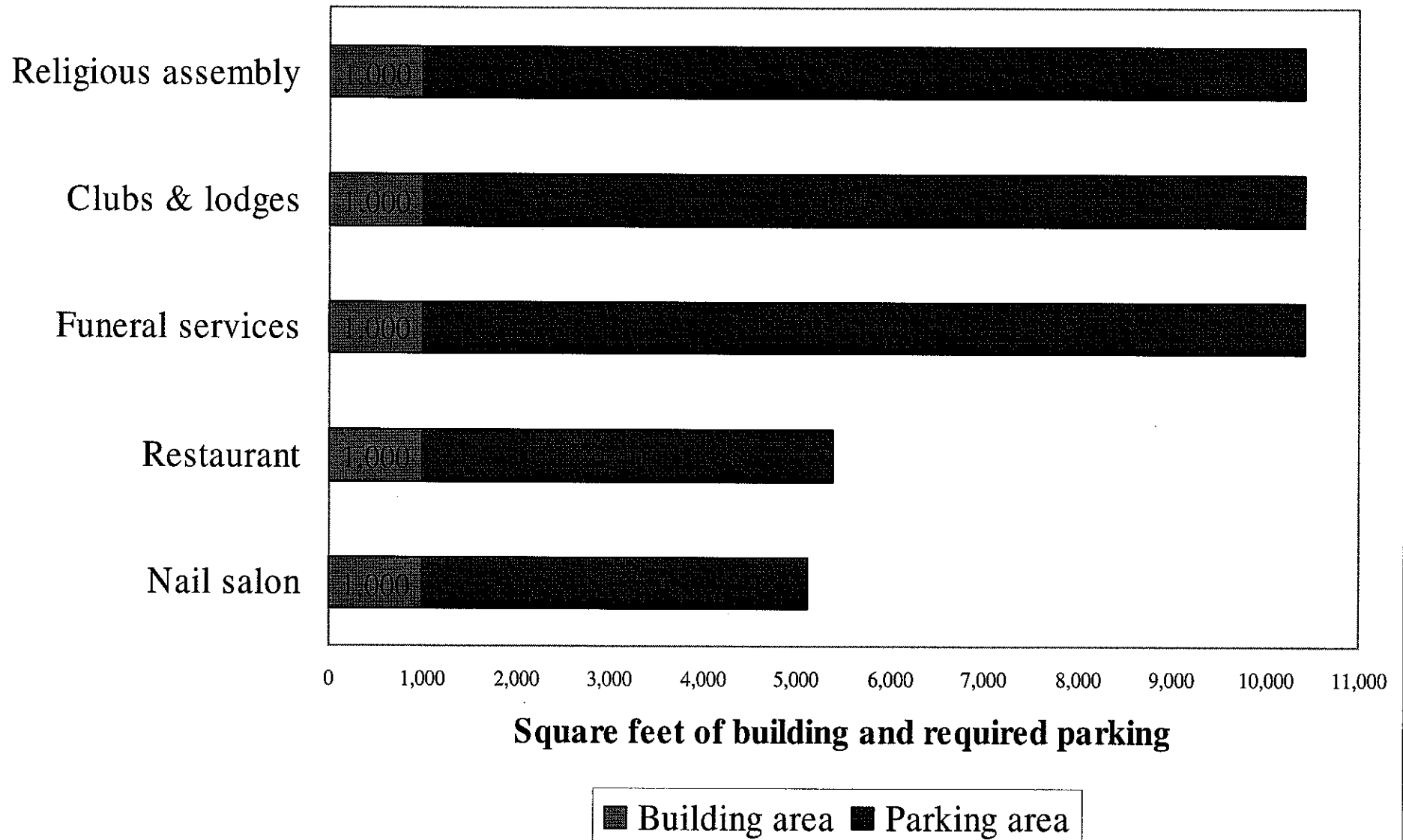
DONALD SHOUP







# Newport Beach's parking requirements



# Two Aspects of Parking Requirements

1. For a new building, parking requirements determine the number of spaces a developer must *supply*.
2. For an existing building, parking requirements limit the uses a city will *allow*.





# Cruising for Parking

Suppose you want to park for 1 hour

Curb parking is 50¢ an hour.

Off-street parking is \$4.50 an hour.

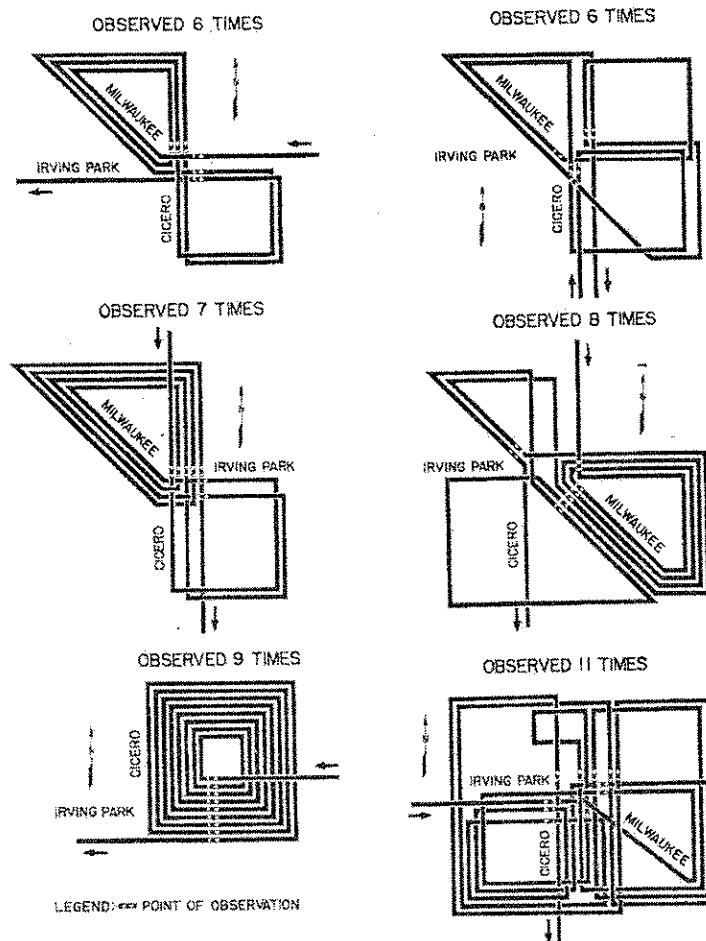
How long would you be willing to cruise for  
curb parking rather than pay the higher  
price for off-street parking?

## TWENTIETH CENTURY CRUISING

<u>Year</u>	<u>City</u>	<u>Share of traffic cruising (percent)</u>	<u>Average search time (minutes)</u>
1927	Detroit (1)	19%	
1927	Detroit (2)	34%	
1933	Washington		8.0
1960	New Haven	17%	
1965	London (1)		6.1
1965	London (2)		3.5
1965	London (3)		3.6
1977	Freiburg	74%	6.0
1984	Jerusalem		9.0
1985	Cambridge	30%	11.5
1993	Cape Town		12.2
1993	New York (1)	8%	7.9
1993	New York (2)		10.2
1993	New York (3)		13.9
1997	San Francisco		6.5
2001	Sydney		6.5
<b>Average</b>		<b>30%</b>	<b>8.1</b>

ROUTES OF CERTAIN CRUISING VEHICLES IN THE VICINITY OF  
CICERO, MILWAUKEE, AND IRVING PARK CONSTRUCTED FROM  
OBSERVATIONS MADE ON THE SIX APPROACHES TO THE  
INTERSECTION OF THESE STREETS

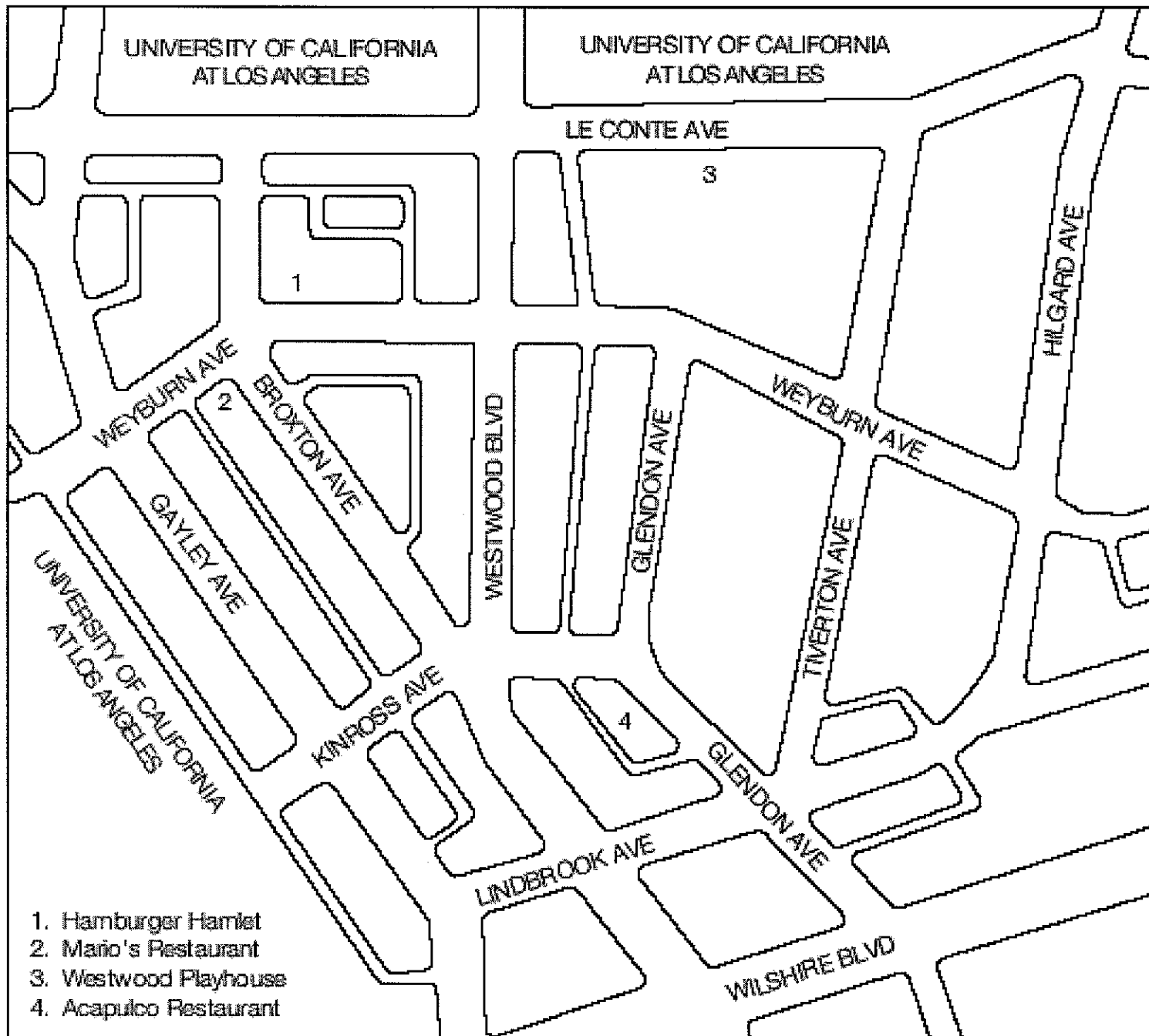
7:00 PM. TO 9:30 PM.-THURSDAY, MARCH 30, 1939



From the Report: "A Plan to Relieve Traffic Congestion in the Portage Park Retail Shopping Center." A Survey by City of Chicago, Chicago Motor Club, Chicago Surface Lines, April 1939

FIGURE 4—Observed Routes of Cruising Vehicles





**PUBLIC  
AUTO PARK**

**\$1.50** First 20 Min. \$2.00  
Ea. 20 Min.  
\$8.00 Maximum

**\$4.00** Flat rate  
After 5 pm  
(Plus 10% City Parking Tax)



VALET PARKING SERVICE  
(800) 794-PARK



TABLE 14-1

## SEARCH TIME FOR CURB PARKING IN WESTWOOD VILLAGE

Hour	Price of curb parking	Search time (minutes)				Average
		Acapulco Restaurant	Hamburger Hamlet	Mario's Restaurant	Westwood Playhouse	
4pm-5pm	\$0.50	6.6	5.7	5.4	7.2	6.2
5pm-6pm	\$0.50	7.6	6.8	7.6	9.0	7.8
6pm-7pm	\$0.00	8.7	9.8	8.5	10.6	9.4
7pm-8pm	\$0.00	8.3	9.2	10.0	11.1	9.7
Average		7.8	7.9	7.9	9.5	8.3

Note: Cruising times are the average of 10 observations at each site during each hour  
 The price of curb parking was 50 cents per hour before 6pm, and free after 6pm.  
 The price of off-street parking was \$1 per hour before 6pm, and \$2 per entry after 6pm.

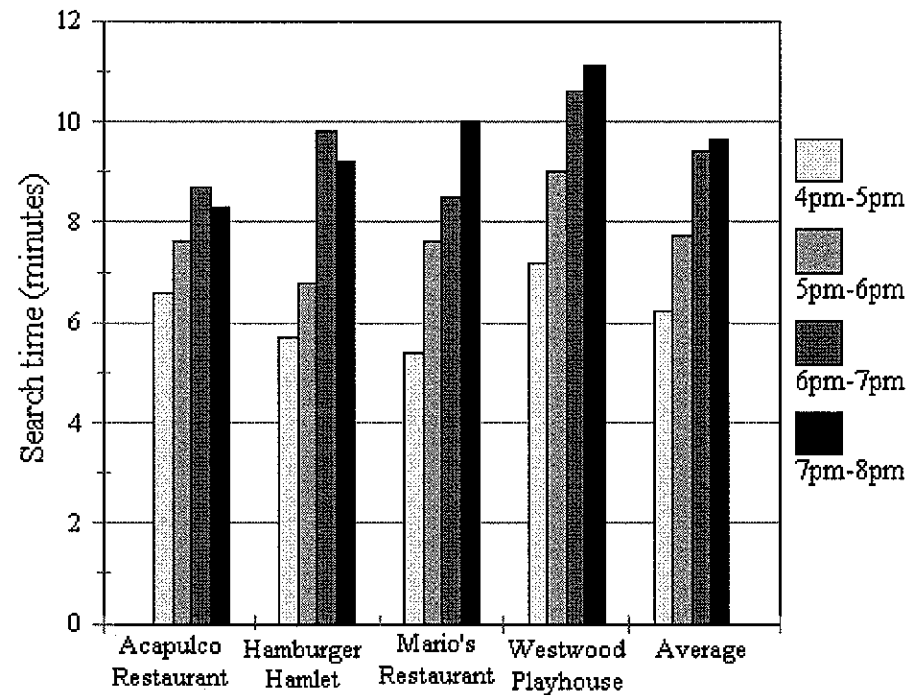


Figure 14-2  
Curb Space Occupancy Rates  
and Search Times

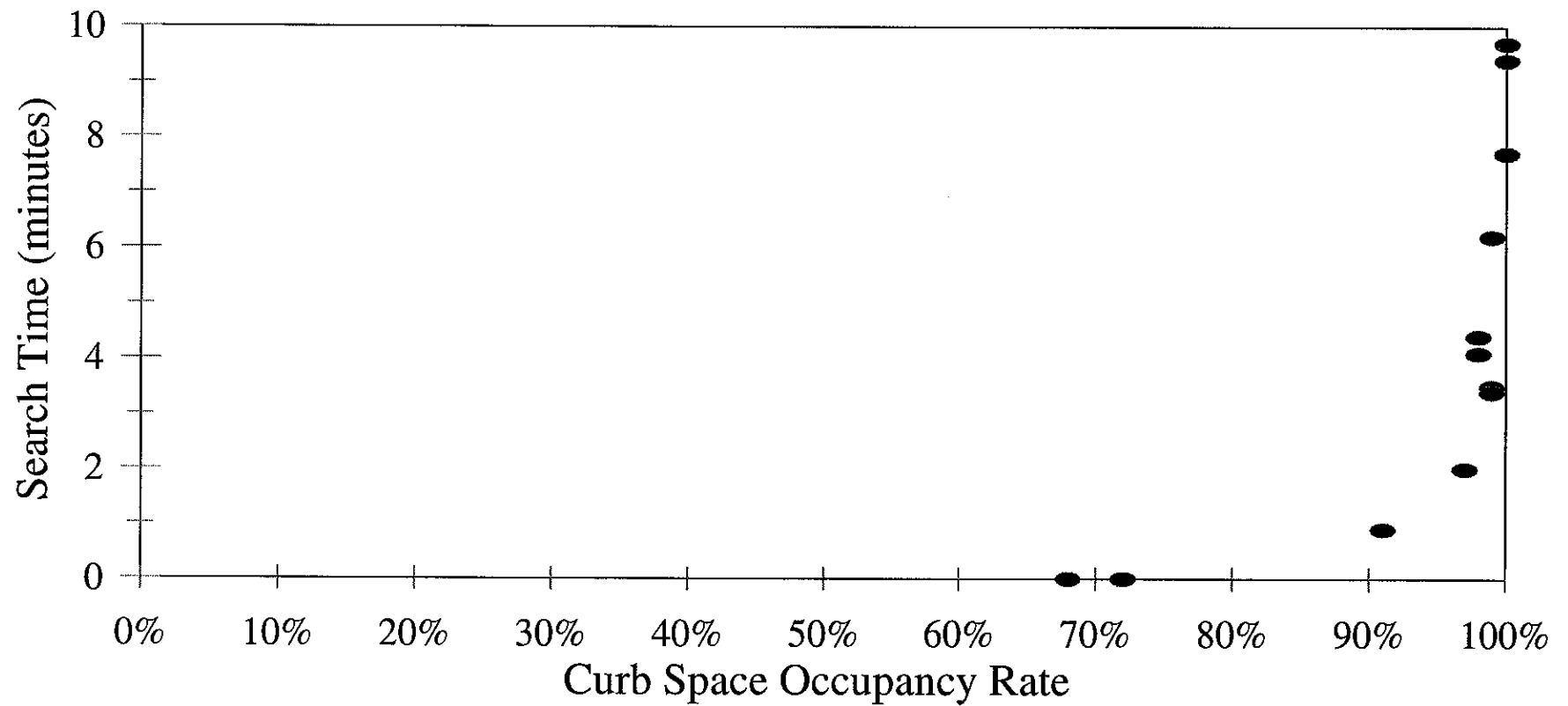




Figure 14-3  
Curb Space Occupancy Rates  
and Share of Traffic Cruising

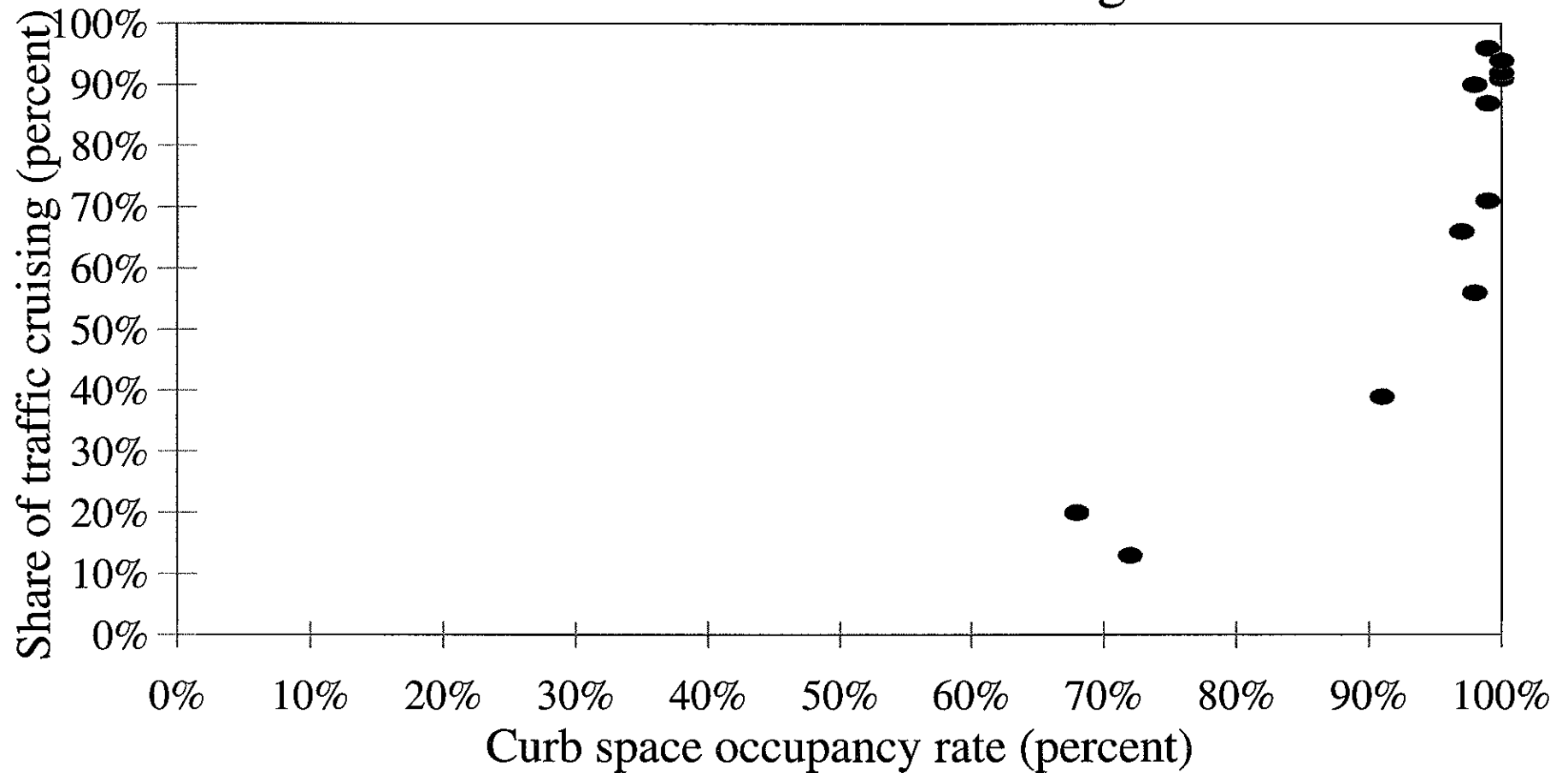


TABLE 14-2

## A DAY OF CRUISING IN WESTWOOD VILLAGE

Hour	Average search time (minutes)	Parking turnover per meter (cars)	Search time per meter (minutes) (4)=(2)x(3)	Total search time (hours) (5)	Cruising distance per parking (VMT) (6)	Cruising distance per meter (VMT) (7)=(3)x(6)	Total cruising distance (VMT) (8)=(7)x470
8am-9am	0.0	1.9	0.0	0	0.0	0.0	0
9am-10am	0.0	2.3	0.0	0	0.0	0.0	0
10am-11am	0.9	1.2	1.1	8	0.2	0.2	113
11am-noon	2.0	2.1	4.2	33	0.3	0.6	296
noon-1pm	4.4	1.5	6.6	52	0.6	0.9	423
1pm-2pm	3.5	1.8	6.3	49	0.4	0.7	338
2pm-3pm	4.1	1.4	5.7	45	0.5	0.7	329
3pm-4pm	3.4	1.0	3.4	27	0.5	0.5	235
4pm-5pm	6.2	1.2	7.4	58	0.9	1.1	508
5pm-6pm	7.7	1.3	10.0	78	1.2	1.6	733
6pm-7pm	9.4	0.3	2.8	22	1.4	0.4	197
7pm-8pm	9.7	0.7	6.8	53	1.4	1.0	461
<b>Average</b>	<b>3.3</b>	<b>1.4</b>	<b>4.5</b>	<b>35</b>	<b>0.5</b>	<b>0.6</b>	<b>303</b>
<b>Total</b>	<b>--</b>	<b>17</b>	<b>54</b>	<b>426</b>	<b>--</b>	<b>7.7</b>	<b>3,633</b>

# Cruising creates excess vehicle travel

1. It takes 3 minutes to find a curb space, and the turnover rate is 10 cars per space per day.
2. Cruising 3 minutes for parking at a curb space 10 times a day creates 30 vehicle-minutes of travel per curb space per day.
3. Cruising for 30 minutes at 10 miles an hour creates 5 VMT per curb space per day.
4. Cruising 5 VMT a day for 500 spaces creates 2,500VMT per day.
5. Cruising 2,500 VMT a day for 365 days creates 912,500 VMT per year.

# How far is 912,500 VMT?

- 36 trips around the earth (25,000 miles)
- 2 round trips to the moon (239,000 miles)
- At 10 miles an hour, it would take one person 10 years, 24 hours a day, to drive 912,500 miles.

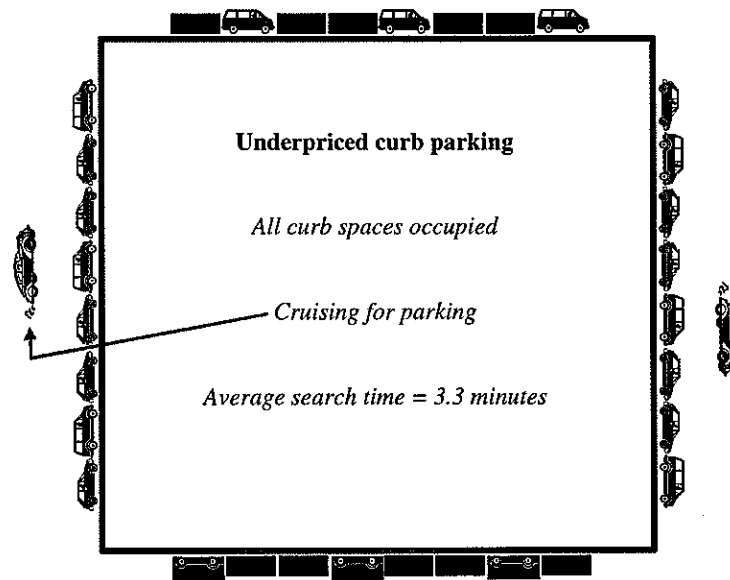


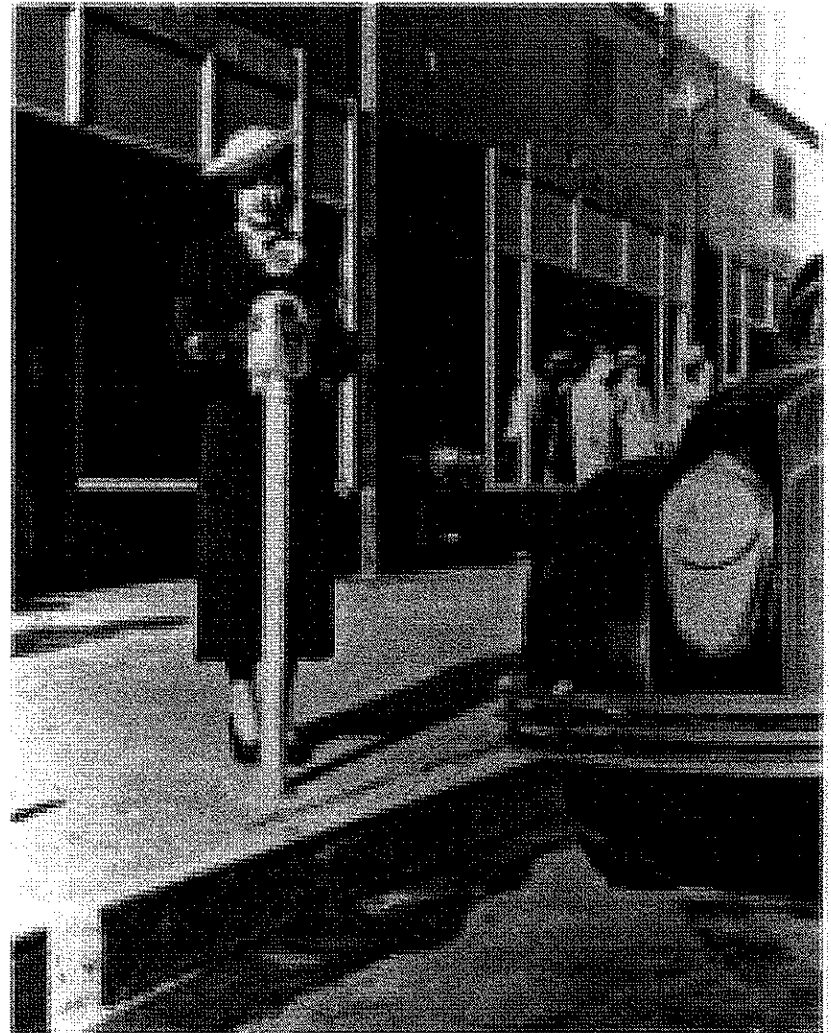
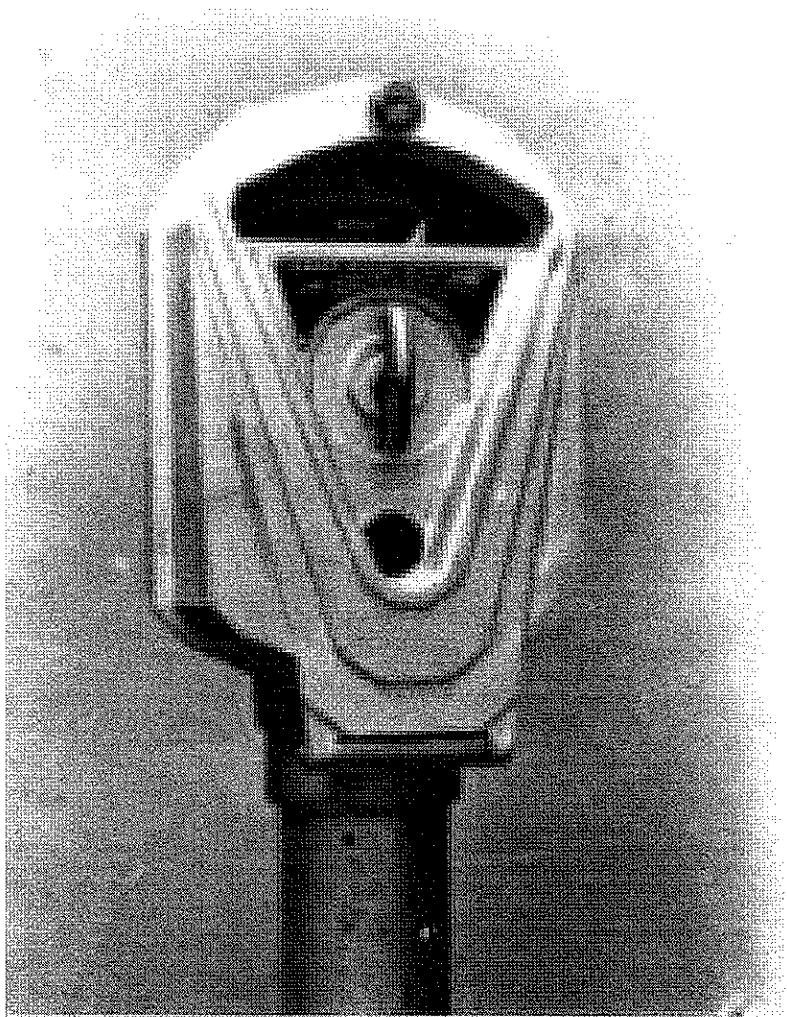
# Redwood City parking ordinance

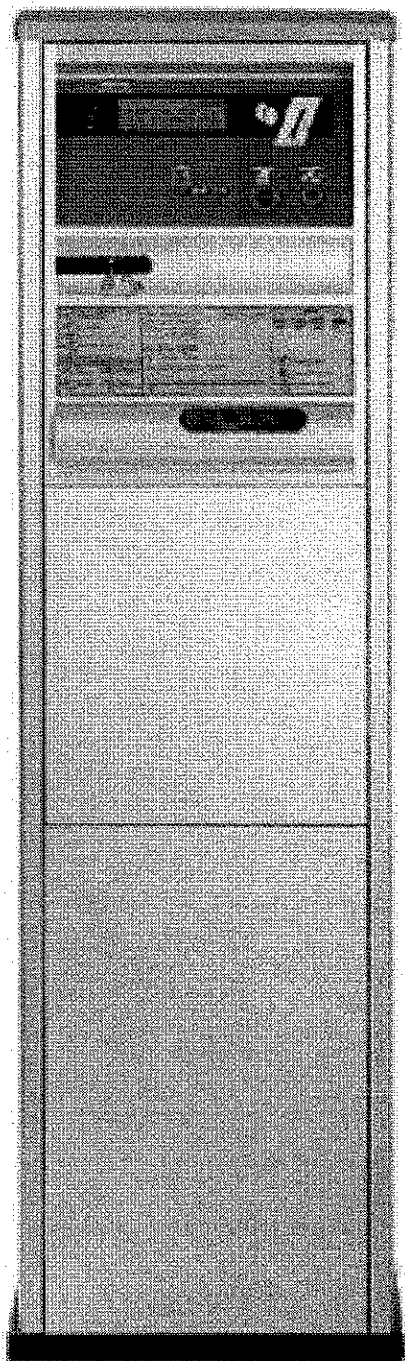
To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

The Parking Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters. Based on the survey results, the Parking Manager shall adjust the rates up or down in twenty-five cent (\$0.25) intervals to seek to achieve the target occupancy rate.

Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only . . . within or for the benefit of the Downtown Core Meter Zone.





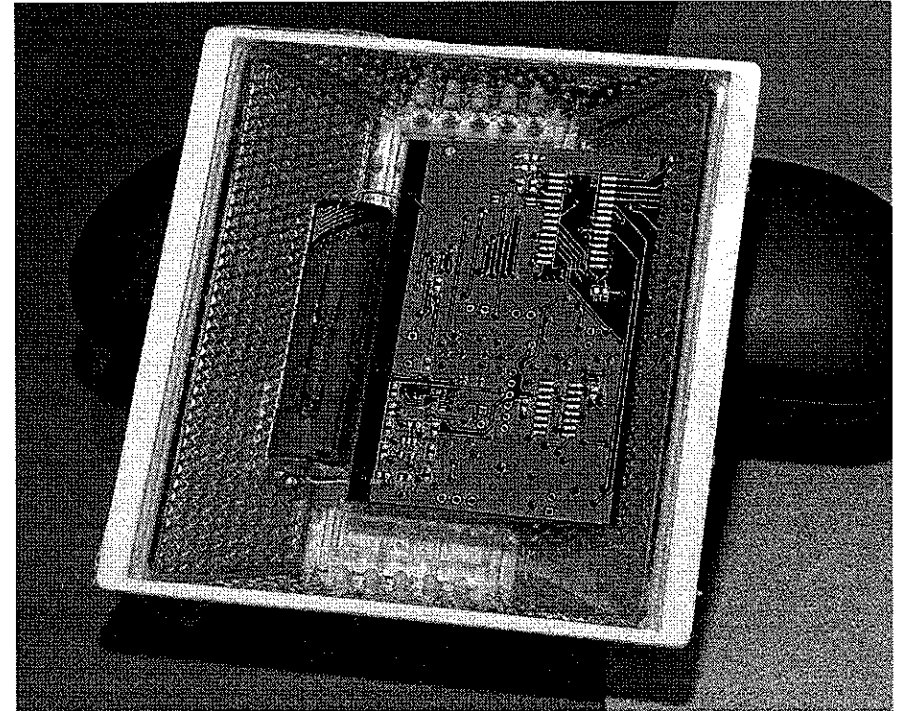
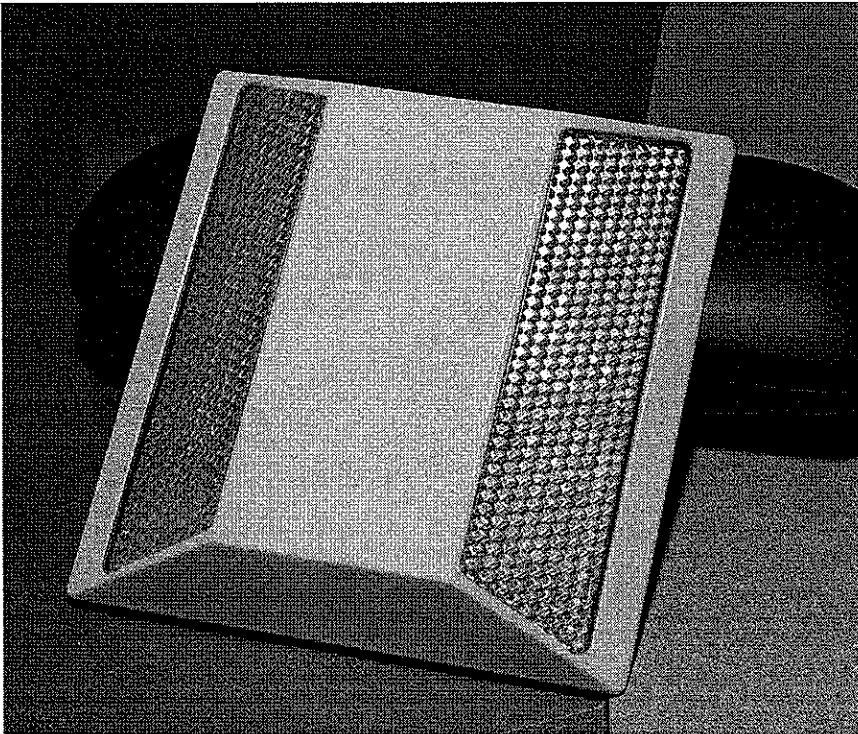




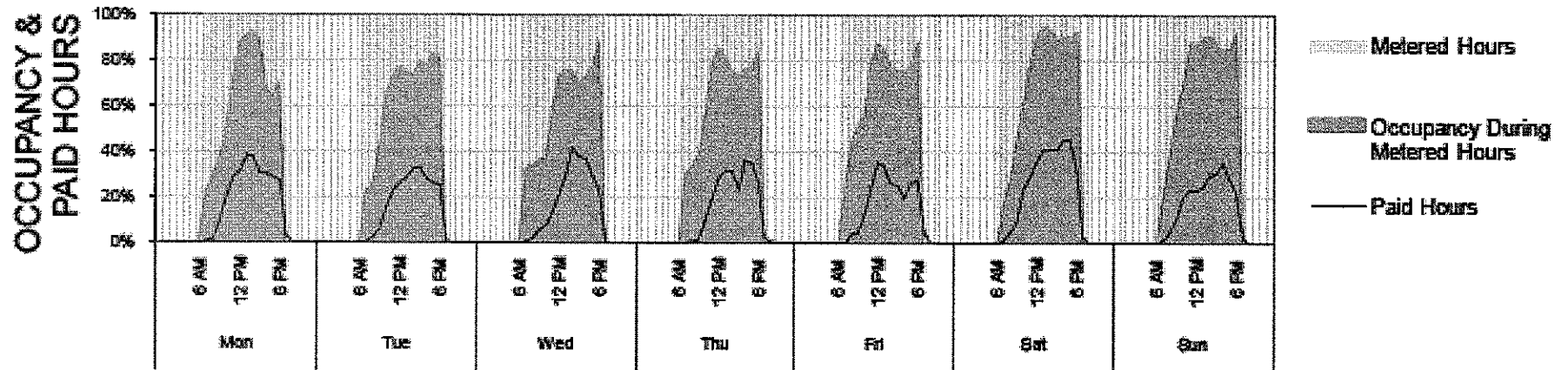
In-vehicle  
parking meter



# Parking occupancy sensors



# Parking space occupancy and payment rates in San Francisco



# Toll schedule on I-15 Express Lanes in San Diego

## Toll Schedules

Maximum Toll	Morning Period (Southbound)							
\$4.00								
\$3.00								
\$2.50								
\$2.00								
\$1.50								
\$1.00								
\$0.75								
\$0.50								
	5:45-6:00	6:00-6:30	6:30-7:00	7:00-7:30	7:30-8:00	8:00-8:30	8:30-9:00	9:00-11:00

Maximum Toll	Evening Period (Northbound)								
\$4.00									
\$3.00									
\$2.50									
\$2.00									
\$1.50									
\$1.00									
\$0.75									
\$0.50									
	12:00-1:00	1:00-3:30	3:30-4:00	4:00-4:30	4:30-5:00	5:00-5:30	5:30-6:00	6:00-6:30	6:30-7:00

Maximum Toll	Friday Evening Period (Northbound) Only								
\$4.00									
\$3.00									
\$2.50									
\$2.00									
\$1.50									
\$1.00									
\$.75									
\$.50									
	12:00-1:00	1:00-3:30	3:30-4:00	4:00-4:30	4:30-5:00	5:00-5:30	5:30-6:00	6:00-6:30	6:30-7:00

## Weekend Toll Schedule (as of 3/05/2004)

Maximum Toll	Weekend (Northbound)															
\$4.00																
\$3.00																
\$2.50																
\$2.00																
\$1.50																
\$1.00																
\$0.75																
\$0.50																
	12:30am-4:00am	4:00am-6:00am	6:00am-10:00am	10:00am-11:00am	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	2:00pm-3:00pm	3:00pm-4:00pm	4:00pm-5:00pm	5:00pm-6:00pm	6:00pm-7:00pm	7:00pm-8:00pm	8:00pm-9:00pm	9:00pm-10:00pm	10:00pm-12:00am

# Toll schedule on SR 91 Express Lanes in Orange County



## Toll Schedule Effective August 29, 2005

Westbound  
Riverside Co. Line to 55

	Sun	M	Tu	W	Th	F	Sat
Midnight							
1:00 am							
2:00 am			1.10				
3:00 am							
4:00 am		2.10					
5:00 am		3.45			3.35		
6:00 am		3.55			3.45		
7:00 am		3.90			3.80	1.55	
8:00 am	1.55	3.55			3.45	1.80	
9:00 am		2.85				2.20	
10:00 am							
11:00 am	2.20						
Noon							
1:00 pm		1.80				2.50	
2:00 pm	2.50						
3:00 pm							
4:00 pm					2.20	2.65	
5:00 pm	2.65						
6:00 pm					2.60	2.20	
7:00 pm					1.80		
8:00 pm	2.20						
9:00 pm		1.10					
10:00 pm							
11:00 pm							



## Toll Schedule Effective August 29, 2005

Eastbound  
55 to Riverside Co. Line

	Sun	M	Tu	W	Th	F	Sat
Midnight							
1:00 am							
2:00 am			1.10				
3:00 am							
4:00 am							
5:00 am							
6:00 am							
7:00 am							
8:00 am	1.45	1.80					
9:00 am							
10:00 am	2.20						2.20
11:00 am							
Noon						2.70	
1:00 pm	2.60	2.45		2.70	4.20	2.60	
2:00 pm		3.55		3.65	4.20		
3:00 pm		3.80		4.05	7.75		
4:00 pm		5.90	6.50	7.00	7.75		
5:00 pm	2.20	5.70	7.00	7.75	7.00		
6:00 pm		3.80	3.95	4.05	4.25	4.60	2.20
7:00 pm		2.70		3.85	4.25		
8:00 pm				2.45	3.85	1.80	
9:00 pm		1.80			2.45		
10:00 pm		1.10			1.80		
11:00 pm							

# Turning Small Change into Big Changes



# 1978 Plan for Old Pasadena

“The area’s been going downhill for years.”

“It’s a bunch of dirty old buildings.”

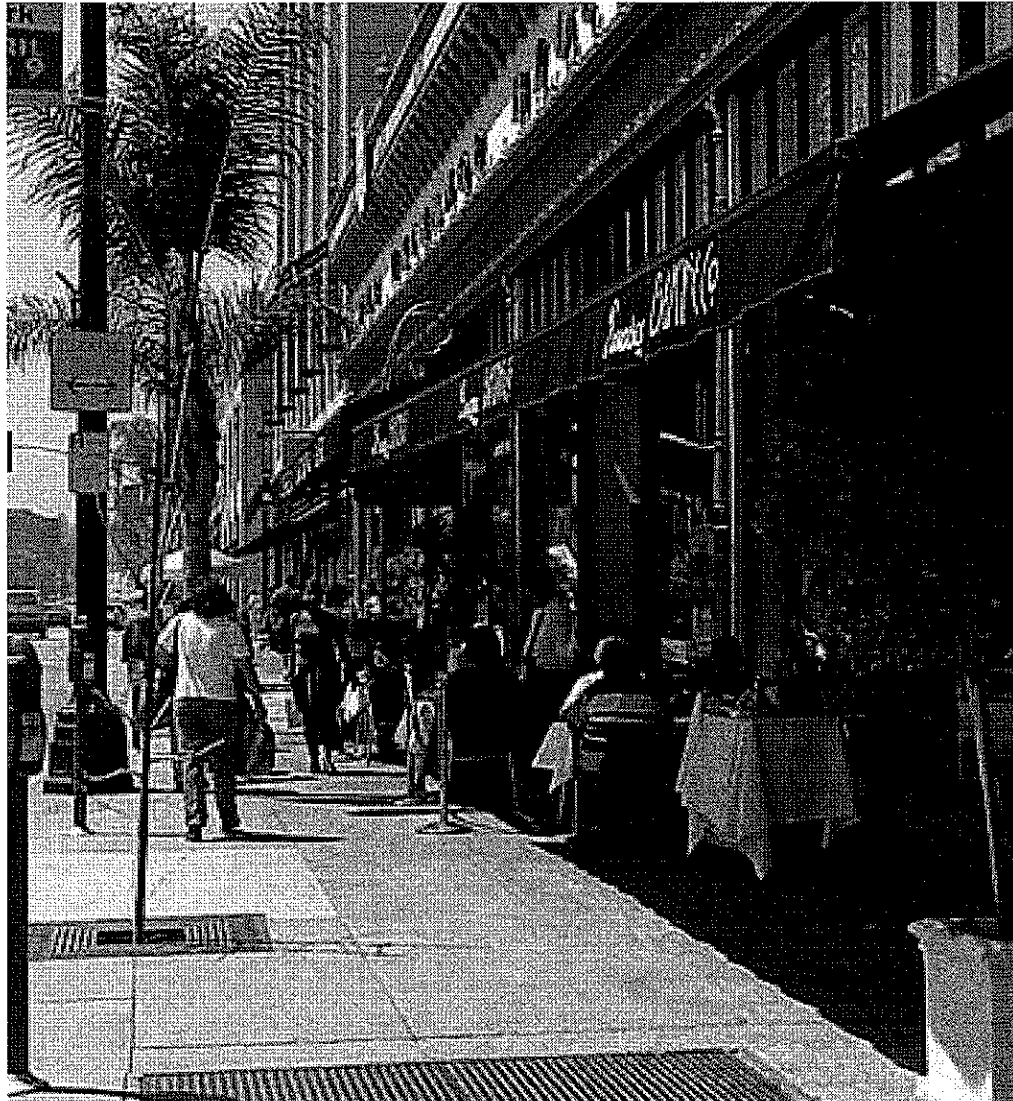
“It’s filthy.”

“It’s Pasadena’s sick child.”

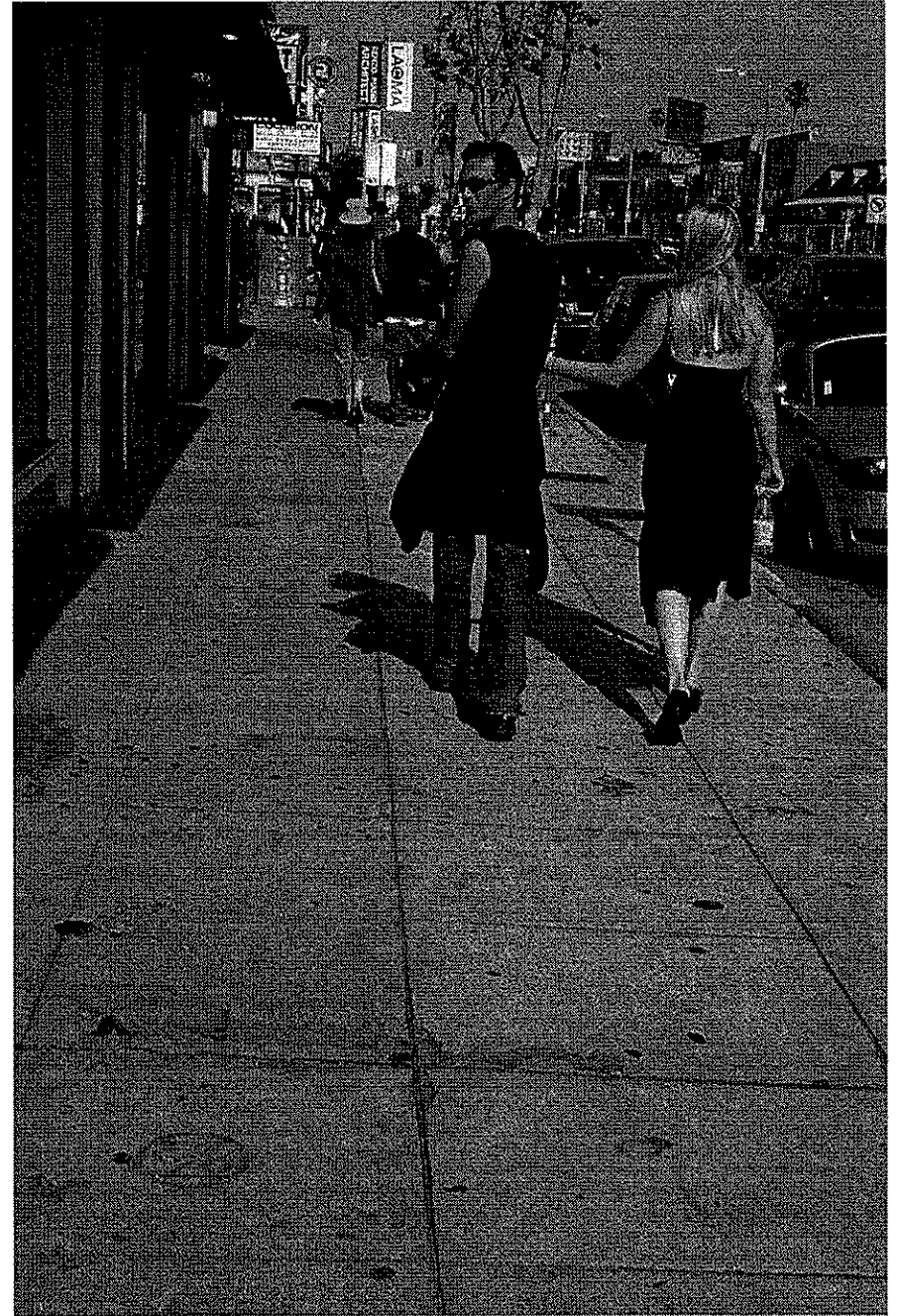
“The area is unsafe.”

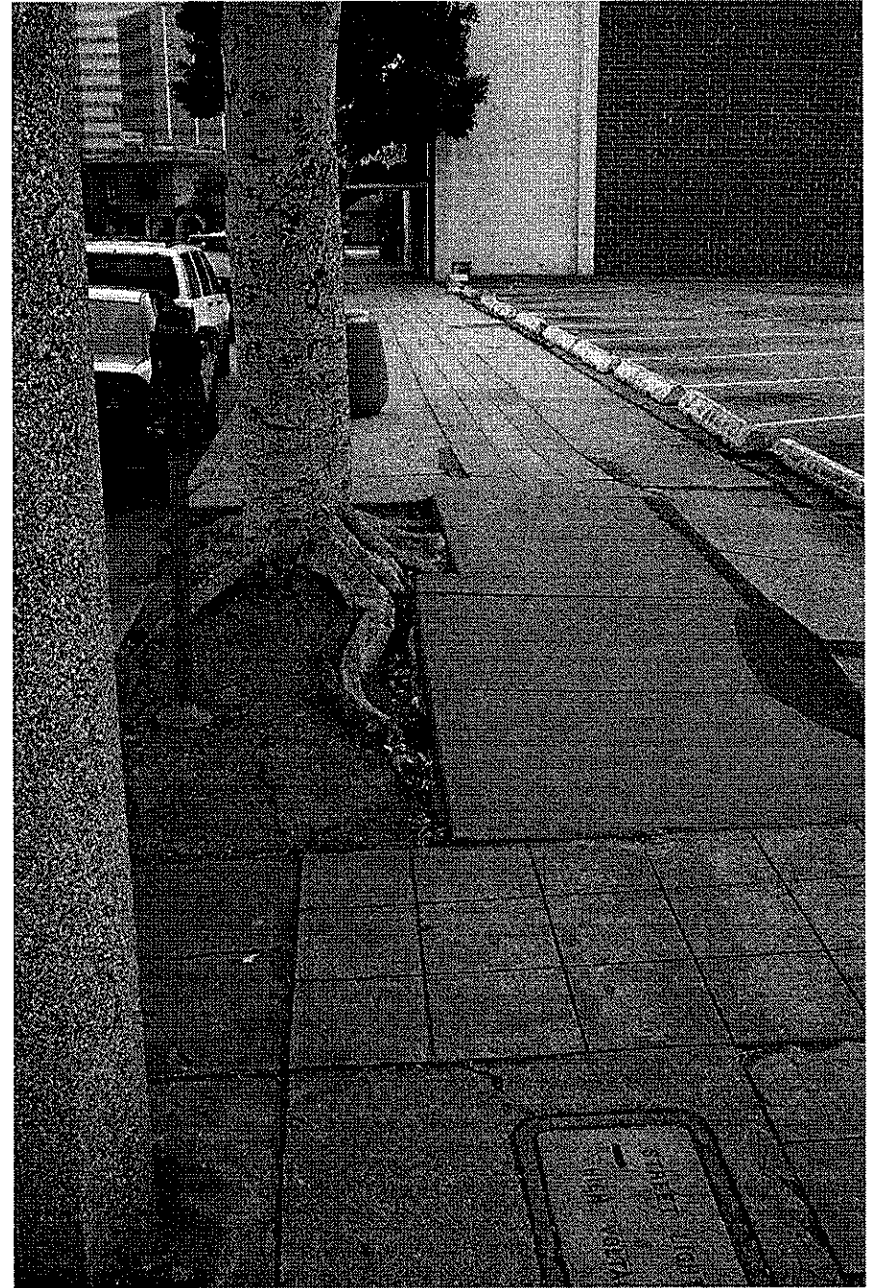


# Old Pasadena Now

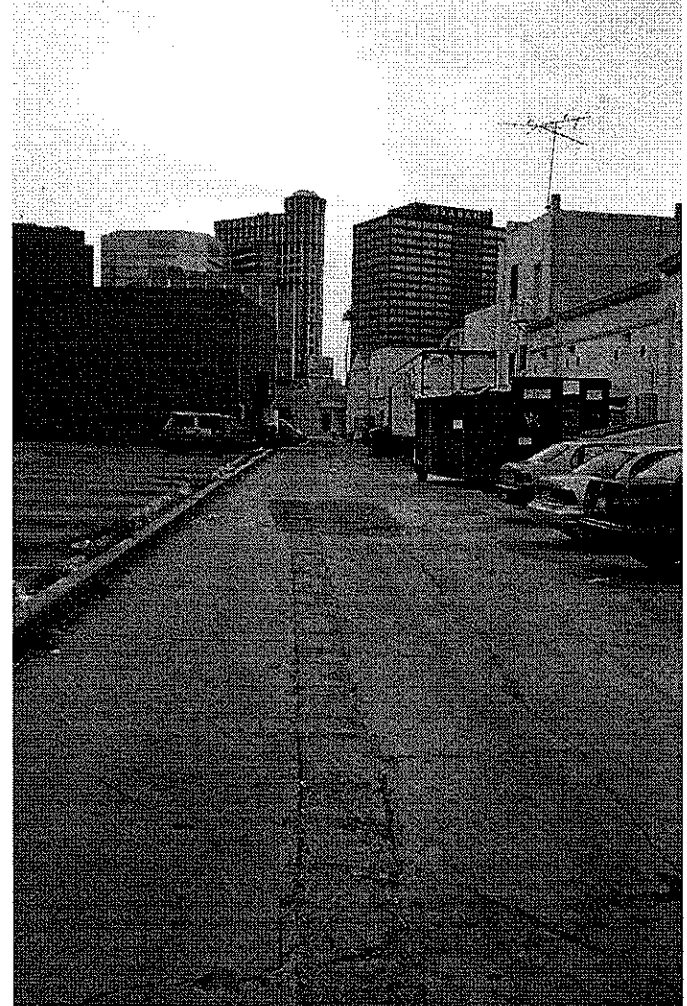
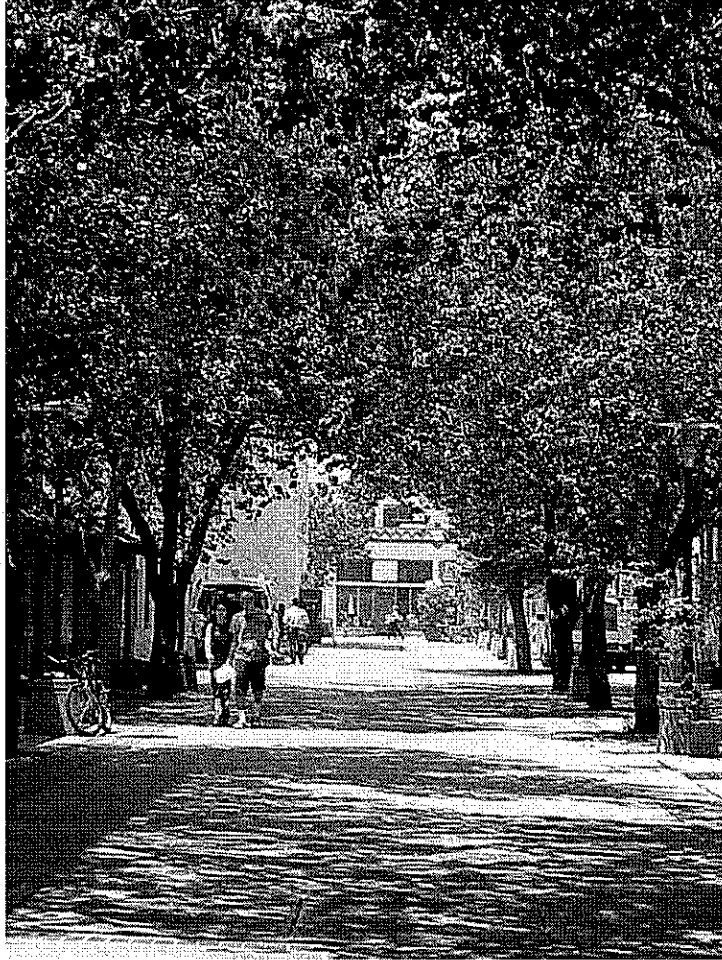




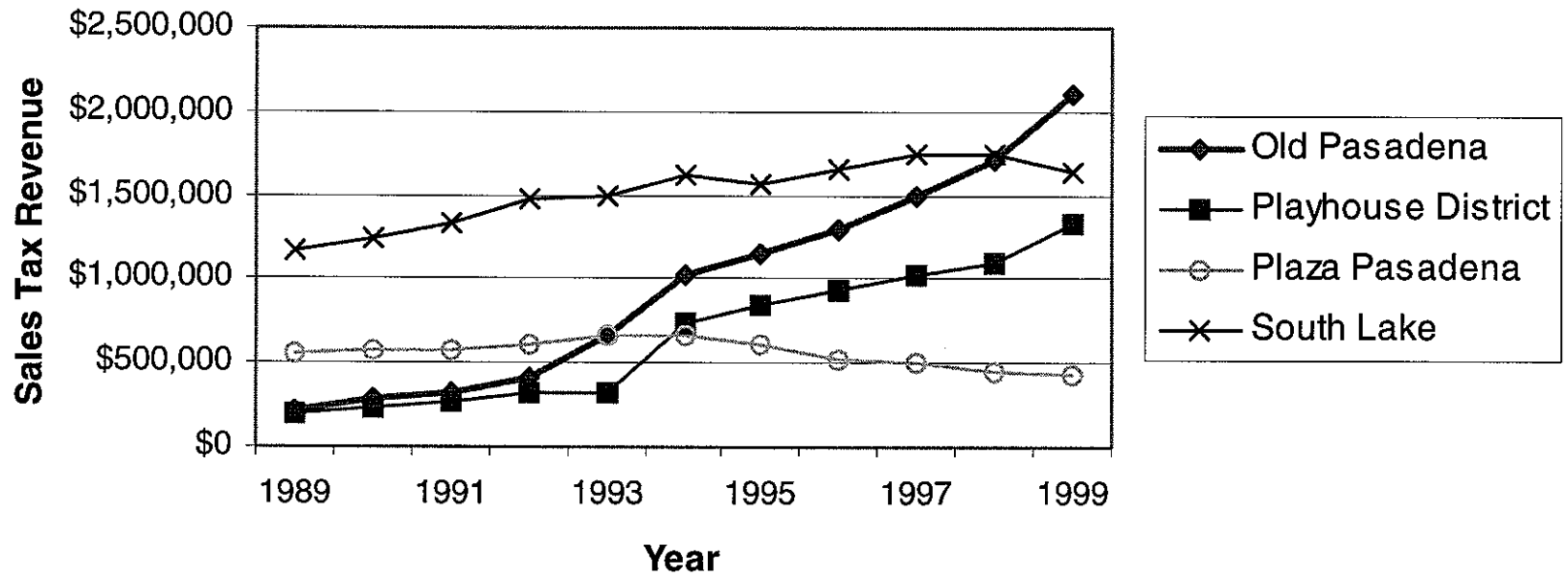








## Pasadena Retail Sales Tax Revenue



“The only reason meters went into Old Pasadena in the first place was because the city agreed all the money would stay in Old Pasadena. We’ve come a long way. This might seem silly to some people, but if not for our parking meters, its hard to imagine that we’d have the kind of success we’re enjoying. They’ve made a huge difference. At first it was a struggle to get people to agree with the meters. But when we figured out that the money would stay here, that the money would be used to improve the amenities, it was an easy sell.”

Marilyn Buchanan, Chair,  
Old Pasadena Parking Meter Zone Advisory Board

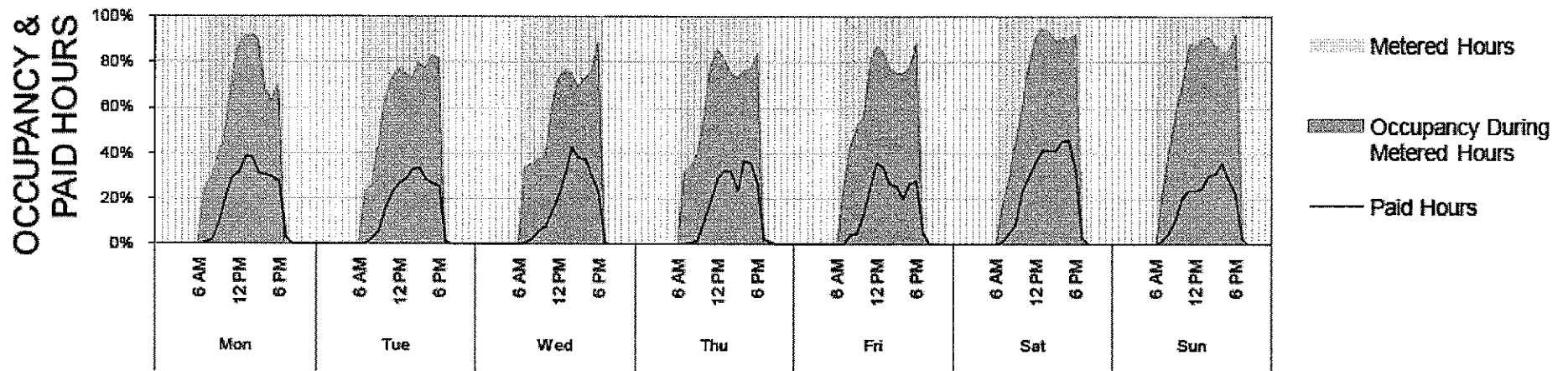
“This place, it’s perfect, really. They’ve kept the buildings and the streets well. That makes it so attractive. People are walking around because they like the way it looks and feels. It’s something you just don’t see in Los Angeles. As a driver, I don’t mind paying more for what you have here. I tell you what: For this, I will pay.”

Shopper interviewed by *Los Angeles Times*

# San Francisco Parking Meter Revenues

Parking Zone (a)	No. Parking Meters (b)	Hourly Parking Rate (c)	FY 2006- 2007 Average Revenue Collected per meter, per day (d)	<u>Paid</u> <u>Occupied</u> Hours (d)/(c)	Total collected 2004-2005	Total projected 2005-2006
Zone 1 – Downtown Core	2,980	\$3.00	\$2.61	0.87	\$1,805,522	\$2,222,489
Zone 2 – Ring Around Downtown Core	4,302	\$2.50	\$3.52	1.41	\$3,644,226	\$4,707,810
Zone 3 – Outlying Commercial Areas	14,591	\$1.50	\$4.41	2.94	\$13,724,757	\$19,828,635
Zone 4 – Fisherman's Wharf	474	\$2.50	\$5.59	2.24	\$711,506	\$916,015
<b>Subtotal</b>	<b>22,347</b>					
Off-street Meters	665	\$2.00	\$4.55	2.28	837,786	1,103,326
<b>Total</b>	<b>23,012</b>				<b>\$ 20,723,797</b>	<b>\$ 28,778,275</b>

# Payment rates at parking meters





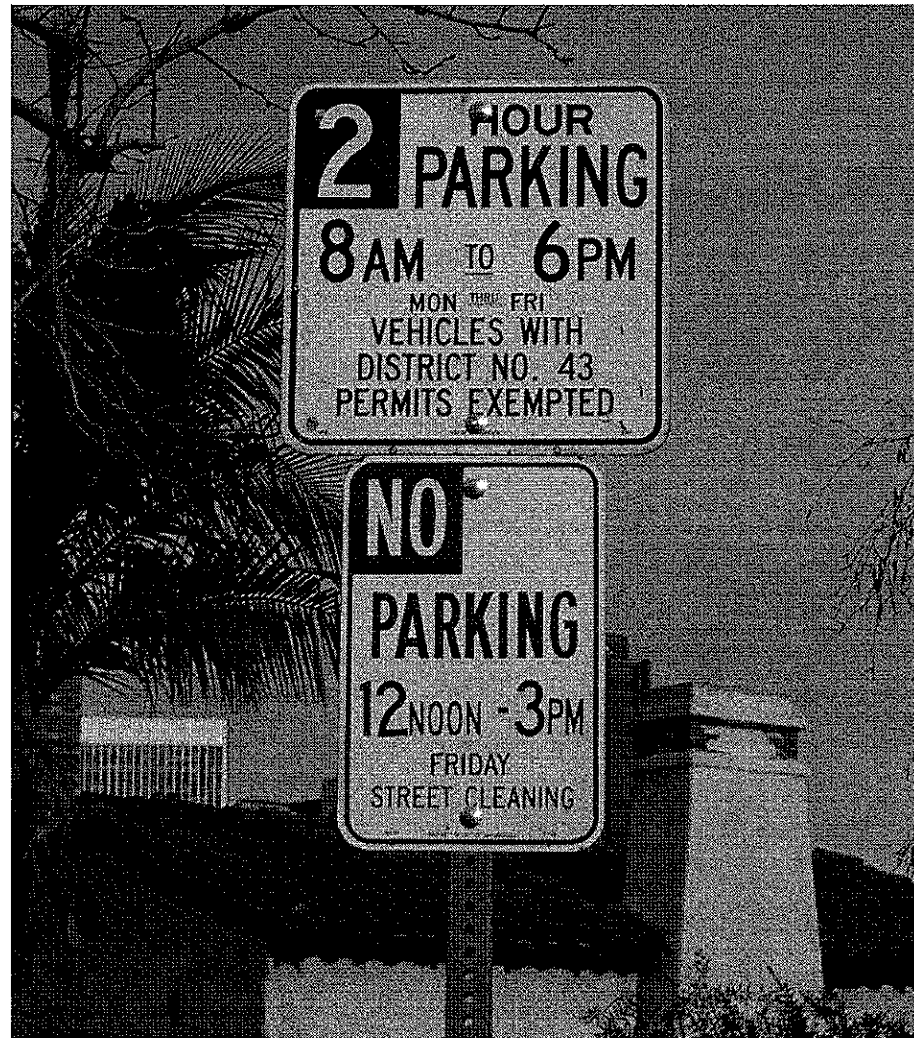
## Available Parking Spaces at 3:46:52 PM



# Parking Increment Finance

1. The City continues to receive the current meter revenue.
2. The City splits any *increases* in meter revenue with the meter district.
3. The revenue stream creates a local incentive to increase the number of meters, the meter rates, the hours of meter operation, and enforcement.
4. Both the neighborhood and the City get new revenue

# What about spillover parking?



# Parking Benefit Districts

Parking permits for residents

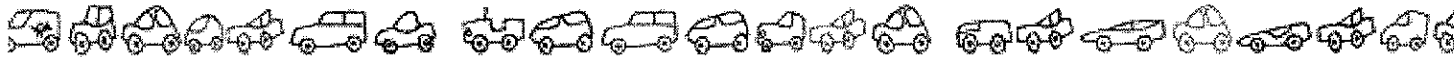
Paid parking for nonresidents

Revenue returned for added public investments in the neighborhood

Sidewalk repairs, street trees, underground utilities.

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# **Parking Benefit District      Pilot Program**

[Home](#)[Program Details](#)[West Campus District](#)[Community Replication](#)[Contact](#)

## **Introduction**

Do parked cars line the streets in your neighborhood during the day due to non-residents driving into your neighborhood to find parking? This is commonly referred to as spillover parking. Spillover occurs in residential neighborhoods near areas with a limited parking supply, such as retail corridors, educational facilities and park and ride centers. On July 28, 2005 the City Council approved the Parking Benefit District Pilot Program to offer neighborhoods a new tool to control the spillover parking.

Neighborhood concerns about "spillover" parking vary. Some residents are concerned about their inability to find parking for themselves or their visitors. For others, it's a concern that public safety vehicles cannot pass two lanes of parked vehicles on the street or that parking on the street reduces the attractiveness of the neighborhood.

The spillover parking problem becomes an opportunity with the establishment of a Parking Benefit District. A Parking Benefit District is created by metering the on-street parking (either with pay stations on the periphery of the neighborhood or with the traditional parking meters) and dedicating the revenue, less City expenses for maintenance and enforcement, towards improvements in the neighborhood that promote walking, cycling and transit use, such as sidewalks, curb ramps, and bicycle lanes. In addition, to encourage drivers to consider other ways to reach their destination without driving and parking in the neighborhood, parking meters will inform drivers of alternative ways to reach their destination. Charging for parking and promoting alternatives should help reduce the number of people parking in the neighborhood, but for those that do park and pay the meter, the neighborhood benefits.

If you want to:

Reduce unnecessary vehicle travel

Reduce traffic congestion

Reduce air pollution

Reduce energy waste

Reduce greenhouse gas emissions

Improve neighborhood public services

And do all this quickly

**GET THE PRICE OF CURB PARKING RIGHT**

**SPEND THE REVENUE FOR LOCAL PUBLIC SERVICES**

# Redwood City parking ordinance

To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

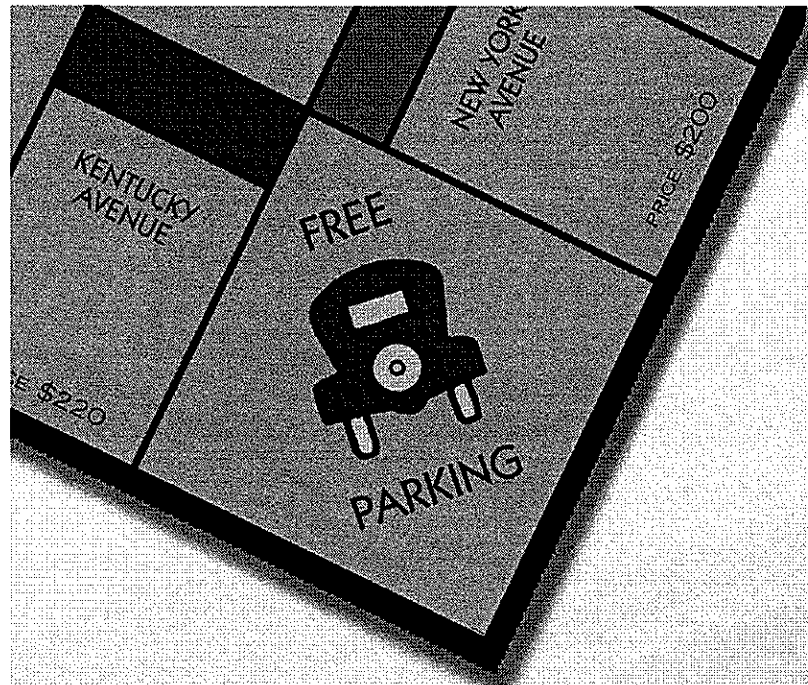
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Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only . . . within or for the benefit of the Downtown Core Meter Zone.









# The High Cost of Free Parking

DONALD SHOUP

<b>BID ADMINISTRATION</b>				
BID Administration and Coordination	BIDs/Consultant Trimble	Continue to work on updating and coordinating the collection process for all BIDs.	Ongoing support for BID activities.	On
Balboa Village BID	Trimble	Balboa Inn expansion nearly complete. Owner resolved parking lot lighting issue. BID met on 3/13.	Next meeting 04/10.	On
Corona del Mar BID	Berger	January meeting held 03/22.	Next BID meeting is Annual Meeting, 04/18, at Sherman Gardens at 5:30 PM	On
Marine Avenue BID	Berger	January meeting held 03/15.	Next BID meeting 04/19.	On
Restaurant Association BID	Trimble	Review of Restaurant Week successes and challenges.	Next BID meeting 3/28.	On

<b>COMMUNITY DEVELOPMENT ADMINISTRATION</b>				
CDBG Administration	Trimble/Consultant	Public Service grant applications reviewed for FY07-08.	Working on draft of FY07-08 Action Plan. CC PH 4/24.	On
Housing Administration	Trimble/Lepo Consultant	Monitoring existing affordable housing units resulted in return of a number of units to affordable status.	Searching for new affordable housing sites.	On

<b>BALBOA PENINSULA</b>				
Balboa Village Streetscape – Phase III	Stein/Trimble	Phase III complete.	Removal of utility poles as property owners complete hook ups on private property.	At

<b>CORONA DEL MAR</b>				
Corona del Mar Vision Plan	Berger	Phase 2 median improvement project discussions with PW Dept. <i>Laser crosswalk completed.</i>	Phase 2 median improvements this summer.	

<b>MARINE AVENUE</b>				
Marine Avenue Public Improvements Plan	Berger	None	Park Avenue Bridge seismic retrofit / replacement project discussion underway.	

<b>MARINER'S MILE</b>				
Mariner's Mile BOA	Murrel/Berger	Meeting held 03/14.	Next meeting to be held 04/11. Further discussion of safety lighting project, and utilities undergrounding	On

<b>EDC ACTIVITIES</b>				
Attraction and Retention	EDC staff	Sterling BMW plan check in Building Dept. Land Rover project underway. Lamborghini dealership plans under review by Planning Dept.		C
Strategic Planning	Subcommittee / Wood/Berger/Trimble	ED Strategic Plan draft to CC at Study Session Feb 27.	ED Strategic Plan draft back to subcommittee April 24.	C
Image Enhancement & Marketing	Subcommittee / Berger	Wayfinding & Directional entrance signs in final package prep for bidding.	Re-facing of Peninsula directional signs.	

